

**EAST Search History****EAST Search History (Prior Art)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	1738	725/32,34.ccls.	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 13:25
S2	4841	725/37-42,44,46,47.ccls.	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 13:29
S3	1364	725/58,60,61.ccls.	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 13:29
S4	4621088	@ad<="20021018" or @prad<="20021018" or @rlad<="20021018"	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 13:38
S5	6894	S1 or S2 or S3	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 13:38
S6	3790	S4 and S5	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 13:38
S7	611307	(subscriber\$1 or use\$1 or customer\$1 or viewer\$1) same (priorit\$3 or level\$1 or rank\$4 or order\$4 or value\$1) same (ad or ads or program\$4 or content\$1 or commercial\$1 or promotion\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:06
S8	1523454	(subscriber\$1 or use\$1 or customer\$1 or viewer\$1) same (priorit\$3 or level\$1 or rank\$4 or order\$4 or value\$1) same (select\$3 or choos\$3 or pick\$3 or identify\$3 or indicat\$3 or set \$5 or option\$1)	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:09
S9	442542	S7 and S8	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:11
S10	2458	S6 and S9	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:12
S11	308350	S7 same S8	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:13
S12	2302	S6 and S11	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:14

S13	324817	(subscriber\$1 or use\$1 or customer\$1 or viewer\$1) same (priorit\$3 or level\$1 or rank\$4 or order\$4 or value\$1) with (ad or ads or program\$4 or content\$1 or commercial\$1 or promotion\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:15
S14	549632	(subscriber\$1 or use\$1 or customer\$1 or viewer\$1) with (priorit\$3 or level\$1 or rank\$4 or order\$4 or value\$1) with (select\$3 or choos\$3 or pick\$3 or identify\$3 or indicat\$3 or set\$5 or option\$1)	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:16
S15	140660	S13 and S14	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:16
S16	1564	S6 and S15	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:17
S17	2371044	(subscriber\$1 or use\$1 or customer\$1 or viewer\$1) with (select\$3 or choos\$3 or pick\$3 or identify\$3 or indicat\$3 or set\$5 or option\$1)	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:21
S18	426472	(cat\$1gor\$3 or type\$1 or genre\$1) with (ad or ads or program\$4 or content\$1 or commercial\$1 or promotion\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:21
S19	31913	S17 with S18	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:21
S20	706	S16 and S19	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:22
S21	101080	(replac\$5 or substitut\$4 or insert\$4 or swap\$4 or integrat\$4) near3 (ad or ads or program\$4 or content\$1 or commercial\$1 or promotion\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:42
S22	343	S20 and S21	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:57
S23	187873	(subscriber\$1 or use\$1 or customer\$1 or viewer\$1) near3 (preference\$1 or profil\$3 or histor\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:58
S24	271	S22 and S23	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:58

S25	1658	S21 same S23	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:59
S26	60	S24 and S25	US-PGPUB; USPAT	ADJ	OFF	2009/12/01 14:59
S27	136235	(ad or ads or advertis\$6 or commercial\$1 or promotion\$3 or segment\$1) near3 (rank\$3 or level\$1 or priorit\$5 or arrang\$3 or sort\$3 or position\$3 or rat\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:15
S28	223438	(subscriber\$1 or use\$1 or customer\$1 or viewer\$1) near3 (profil\$3 or preferenc\$3 or histor\$3 or attribute\$1)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:17
S29	1326079	(subscriber\$1 or use\$1 or customer\$1 or viewer\$1) near3 (select\$4 or input\$1 or choos\$3 or choice\$1 or indicat\$4 or option\$1 or entr\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:18
S30	1631	S27 same S28	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:18
S31	1546	S29 and S30	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:18
S32	1738	725/32,34.ccls.	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:19
S33	4841	725/37-42,44,46,47.ccls.	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:19
S34	1364	725/58,60,61.ccls.	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:19
S35	4621088	@ad<="20021018" or @prad<="20021018" or @rlad<="20021018"	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:19
S36	6894	S32 or S33 or S34	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:19
S37	3790	S35 and S36	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:19
S38	109	S37 and S31	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:19

S39	170609	(ad or ads or advertis\$6 or commercial\$1 or promotion\$3 or segment\$1) near3 (rank\$3 or level\$1 or priorit\$5 or arrang\$3 or sort\$3 or position\$3 or rat\$3 or sequenc\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:19
S40	1828	S39 same S28	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:19
S41	1631	S40 and S30	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:20
S42	111	S37 and S41	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:20
S43	482201	(cat\$1gor\$3 or type\$1 or genre\$1) with (ad or ads or advertis\$6 or commercial\$1 or promotion\$3 or program\$4 or content\$1 or segment\$1)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:22
S44	106	S42 and S43	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 11:22
S45	590431	(ad or ads or advertis\$6 or commercial\$1 or promotion\$3 or program\$4 or content\$1 or segment\$1) with (replac\$6 or substitut\$4 or insert\$4 or swap\$5 or integrat\$4 or switch\$3 or target\$3 or placement\$1)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 14:00
S46	102	S44 and S45	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 15:44
S47	188391	(ad or ads or advertis\$6 or commercial\$1 or promotion\$3 or segment\$1 or message\$1) near2 (rank\$4 or level\$1 or priorit\$5 or arrang\$3 or sort\$3 or position\$3 or rat\$3 or scor\$3 or weight\$3 or lik\$3 or dislik\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 16:35
S48	393365	(user\$1 or subscriber\$1 or viewer\$1) near3 (rank\$4 or level\$1 or priorit\$5 or arrang\$3 or sort\$3 or position\$3 or rat\$3 or scor\$3 or weight\$3 or lik\$3 or dislik\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 16:53
S49	529546	(user\$1 or subscriber\$1 or viewer\$1) near3 (select\$3 or choos\$3 or input\$4 or designat\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:28

S50	393365	(user\$1 or subscriber\$1 or viewer\$1) near3 (rank\$4 or level\$1 or priorit\$5 or arrang\$3 or sort\$3 or position\$3 or rat\$3 or scor\$3 or weight\$3 or lik\$3 or dislik\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:42
S51	209191	S50 and S49	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:42
S52	85380	S50 same S49	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:43
S53	59155	S50 with S49	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:43
S54	188391	(ad or ads or advertis\$6 or commercial\$1 or promotion\$3 or segment\$1 or message\$1) near2 (rank\$4 or level\$1 or priorit\$5 or arrang\$3 or sort\$3 or position\$3 or rat\$3 or scor\$3 or weight\$3 or lik\$3 or dislik\$3)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:44
S55	1142	S54 same S53	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:44
S56	24367	(ad or ads or advertis\$6 or commercial\$1 or promotion\$3 or segment\$1 or message\$1) near2 (alternat\$4)	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:45
S57	76	S52 same S56	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:45
S58	1738	725/32,34.ccls.	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:45
S59	4841	725/37-42,44,46,47.ccls.	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:45
S60	1364	725/58,60,61.ccls.	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:45
S61	4621088	@ad<="20021018" or @prad<="20021018" or @rlad<="20021018"	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:45
S62	6894	S58 or S59 or S60	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:45
S63	3790	S61 and S62	US-PGPUB; USPAT	ADJ	OFF	2009/12/02 19:45

S64	8	S63 and S57	US- PGPUB; USPAT	ADJ	OFF	2009/12/02 19:45
S65	31	S63 and S55	US- PGPUB; USPAT	ADJ	OFF	2009/12/02 19:50
S66	30	S65 not S64	US- PGPUB; USPAT	ADJ	OFF	2009/12/02 19:51

**EAST Search History (I nterference)**

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**12/ 4/ 2009 1:13:26 PM**

**C:\ Documents and Settings\ jthomas2\ My Documents\ EAST\ Workspaces\ Case Folders  
\ 10688075\ APP# 10688075 (091201).wsp**